

MISSOURI DIVISION OF TOURISM

MISSOURI MARCH TRAVEL BAROMETER
(DATA AVAILABLE AS OF 04/09/2021)



Missouri Travel Barometer



The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry and the MDT staff with a monthly *Missouri Travel Barometer*.

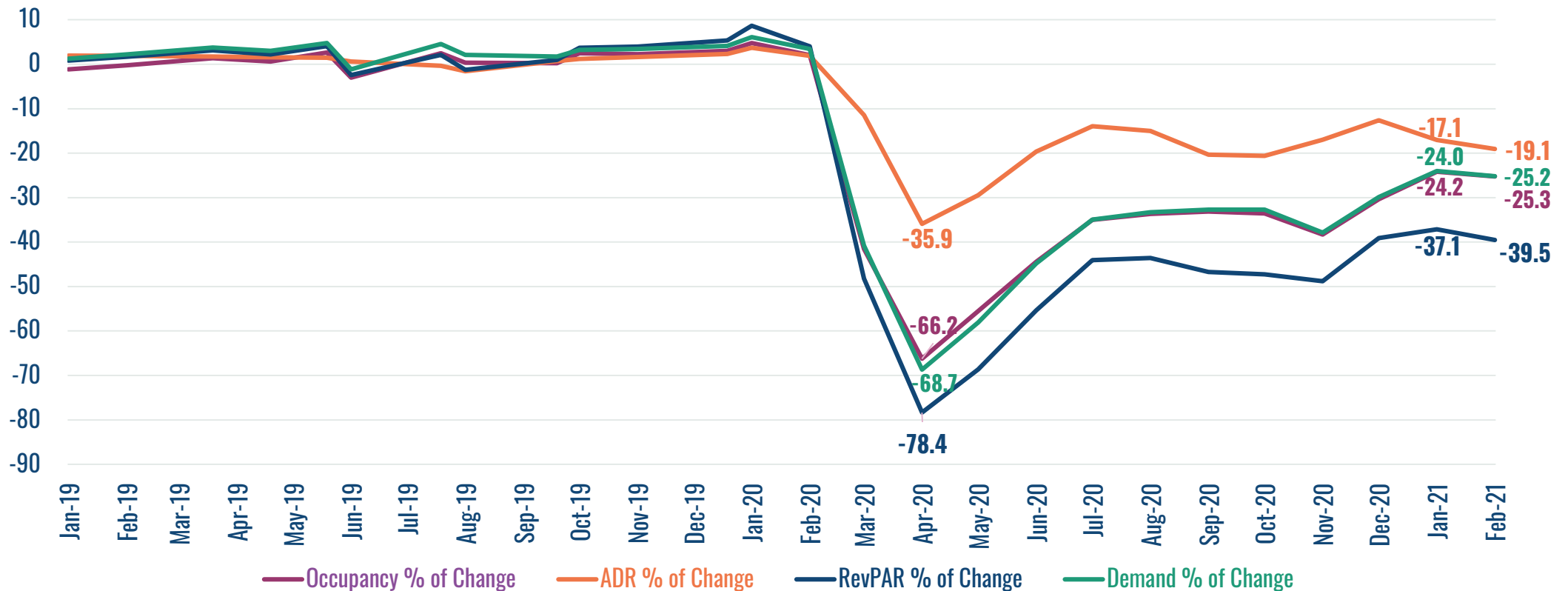
The barometer shows key travel indicators that illustrate various measurements affecting Missouri's tourism industry and are indicators of its health.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



STR Monthly Lodging Trends Percentage of Change



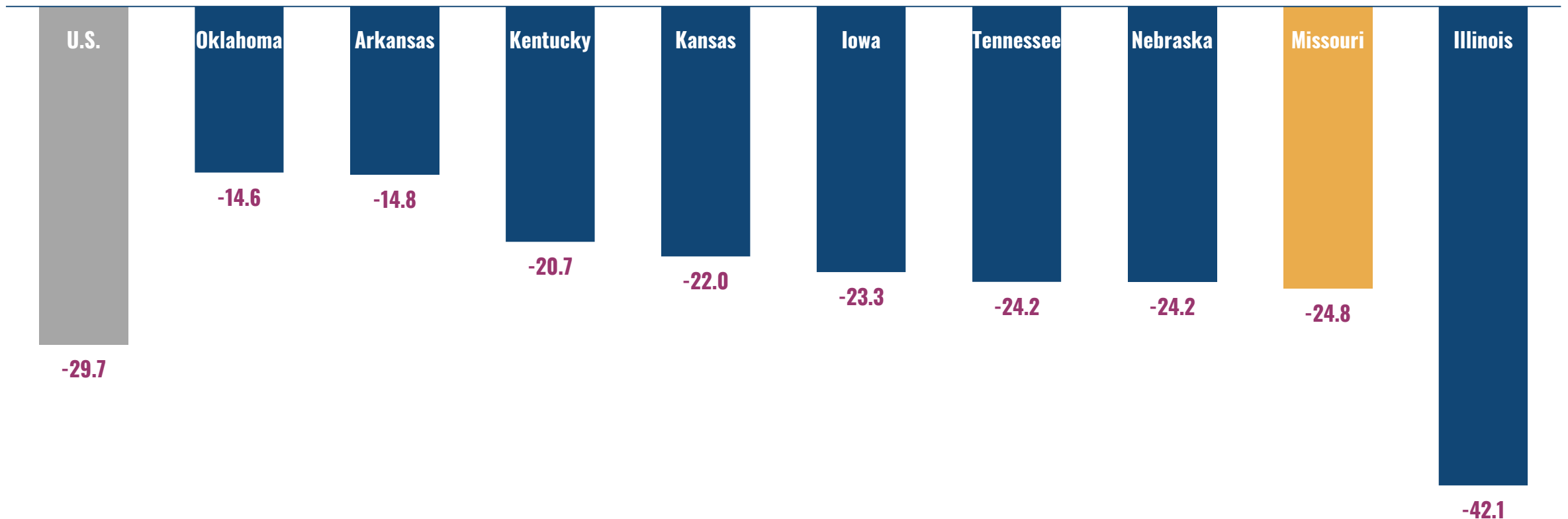
Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



STR Occupancy Percentage of Change – January - February 2021 vs January - February 2020

Comparison with Neighboring States



Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



STR Lodging Trends – Week Ended April 3, 2021

OCCUPANCY
was up
161.6%
as compared to
the same week in
2020

**STATEWIDE
DEMAND**
INCREASED
175.5%

ADR
(Average Daily Room Rate)
INCREASED
31.4%

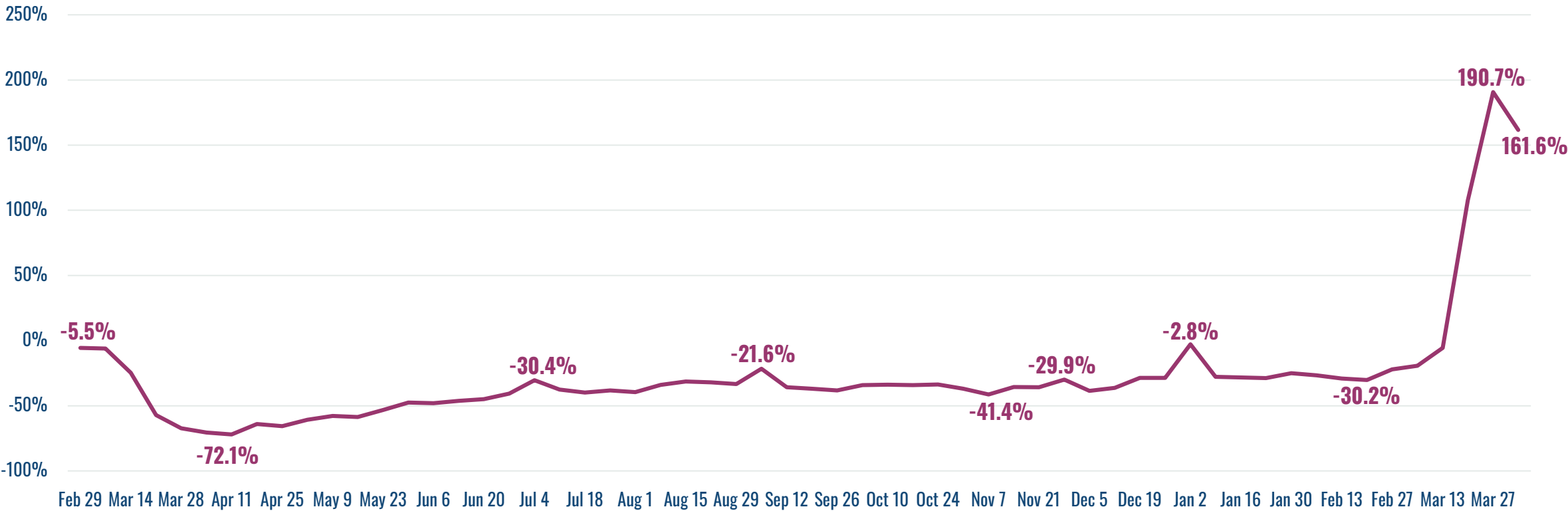
RevPAR
(Revenue per Available Room)
INCREASED
243.7%

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



STR Weekly Lodging Trends Occupancy % of Change from Prior Year

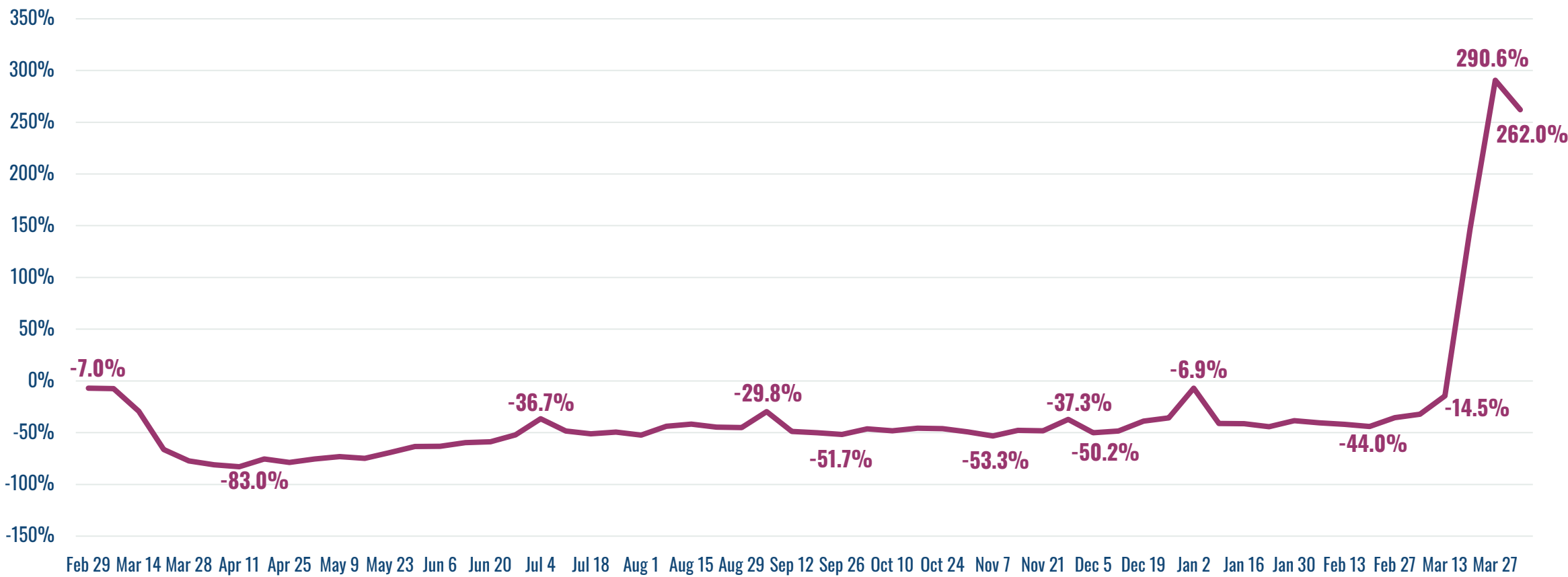


Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



STR Weekly Missouri Lodging Revenue % of Change from Prior Year



Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



AirDNA Short-Term Rental Trends for Hotel Comparable Rooms

February 2021 Compared to 2020

OCCUPANCY
was up

0.7%

as compared to
the time period in
2020

**STATEWIDE
DEMAND
DECREASED**

6.0%

ADR

(Average Daily Room Rate)

INCREASED

11.8%

RevPAR

(Revenue per Available Room)

INCREASED

12.6%

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



AirDNA Short-Term Rental Trends for Entire Place Rentals

February 2021 Compared to 2020

OCCUPANCY
was up
7.6%
as compared to
the time period in
2020

**STATEWIDE
DEMAND**
INCREASED
10.2%

ADR
(Average Daily Room Rate)
INCREASED
18.9%

RevPAR
(Revenue per Available Room)
INCREASED
27.9%

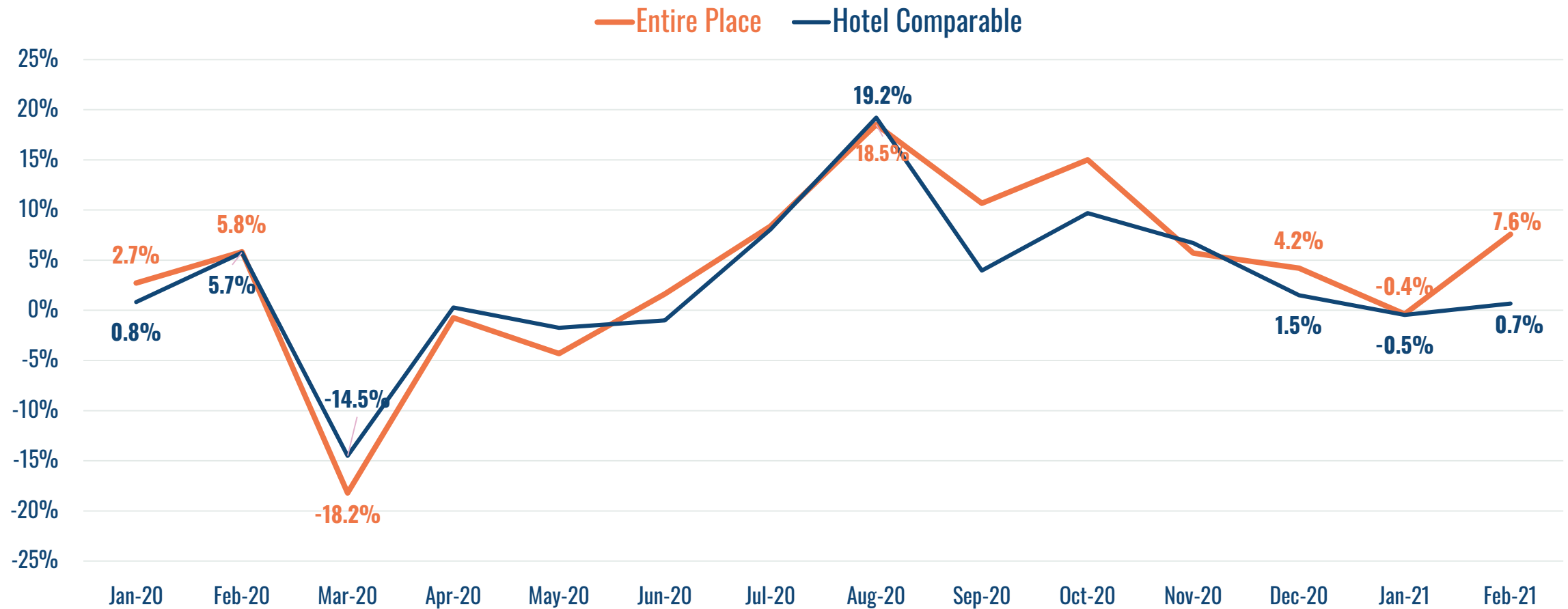
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



AirDNA Short-Term Rentals Occupancy % of Change from Prior Year



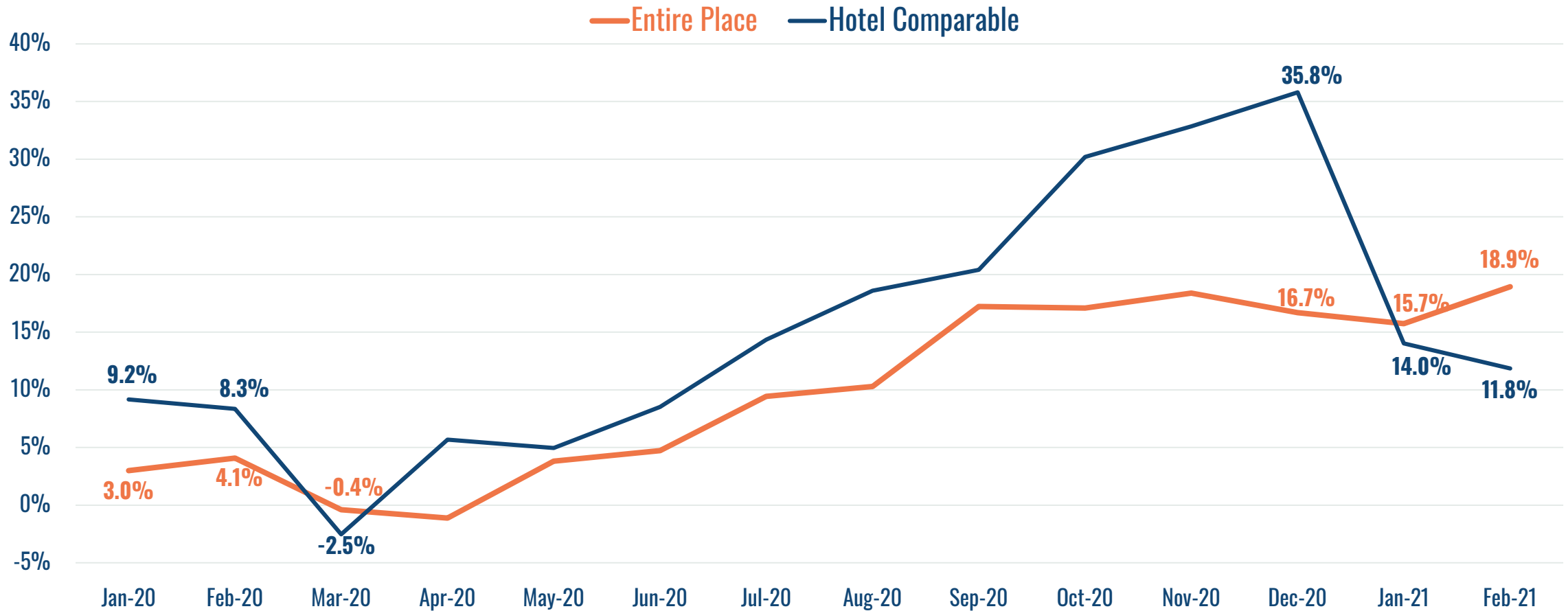
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals ADR % of Change from Prior Year



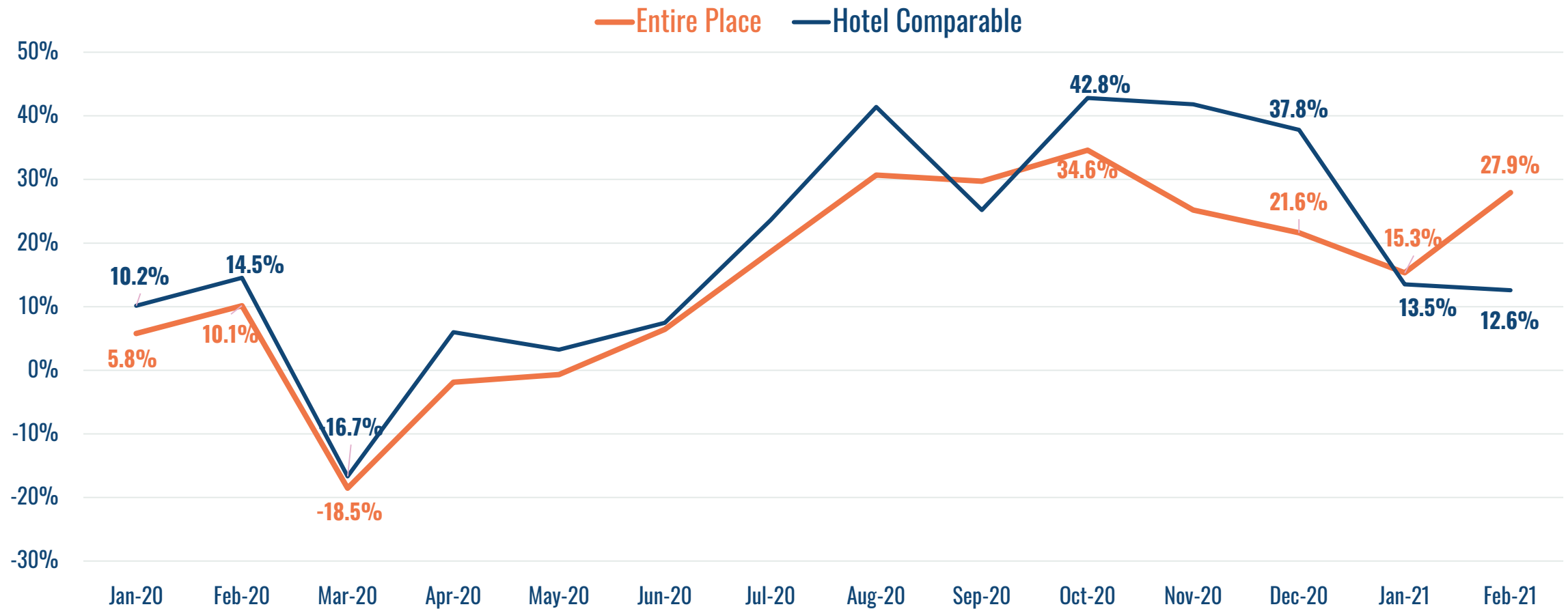
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

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AirDNA Short-Term Rentals RevPAR % of Change from Prior Year



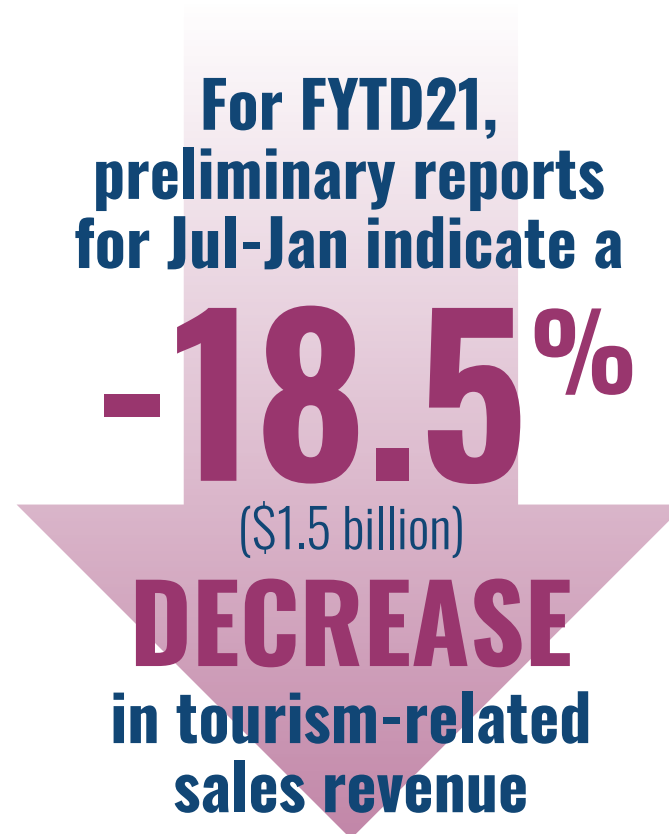
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.

Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Business Sales through January 2021

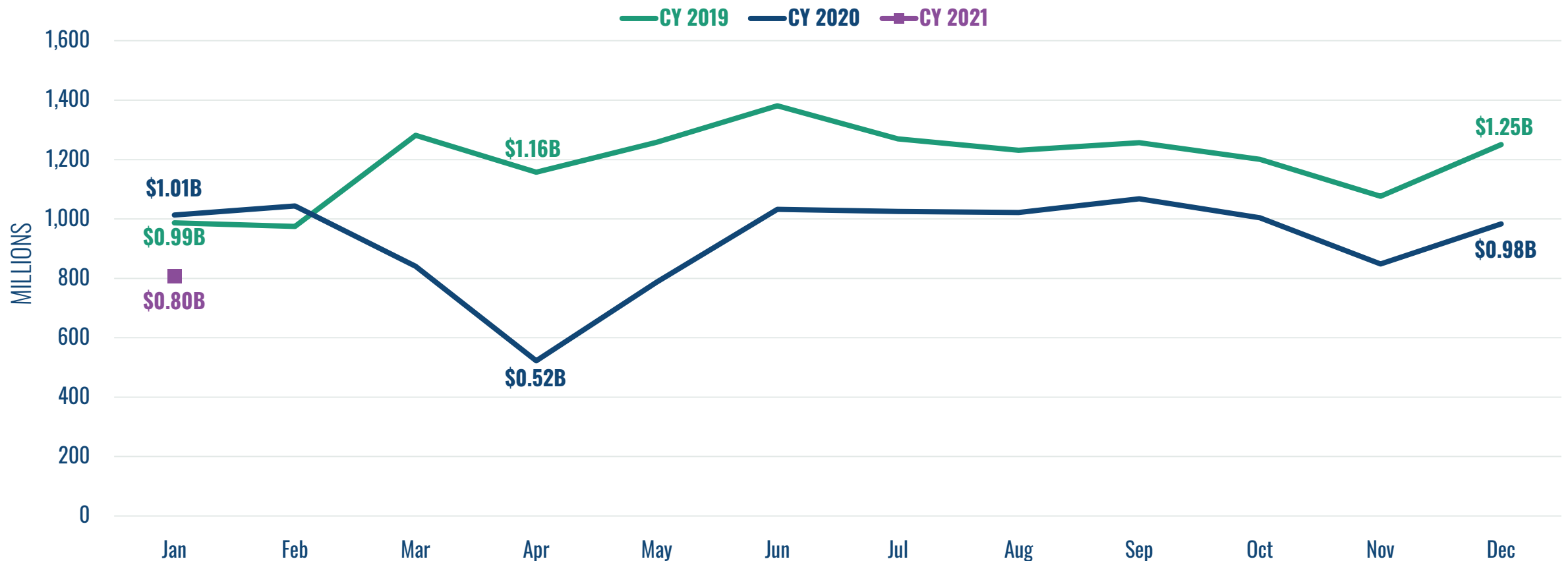


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CY Sales Revenue from Tourism-Related NAICS

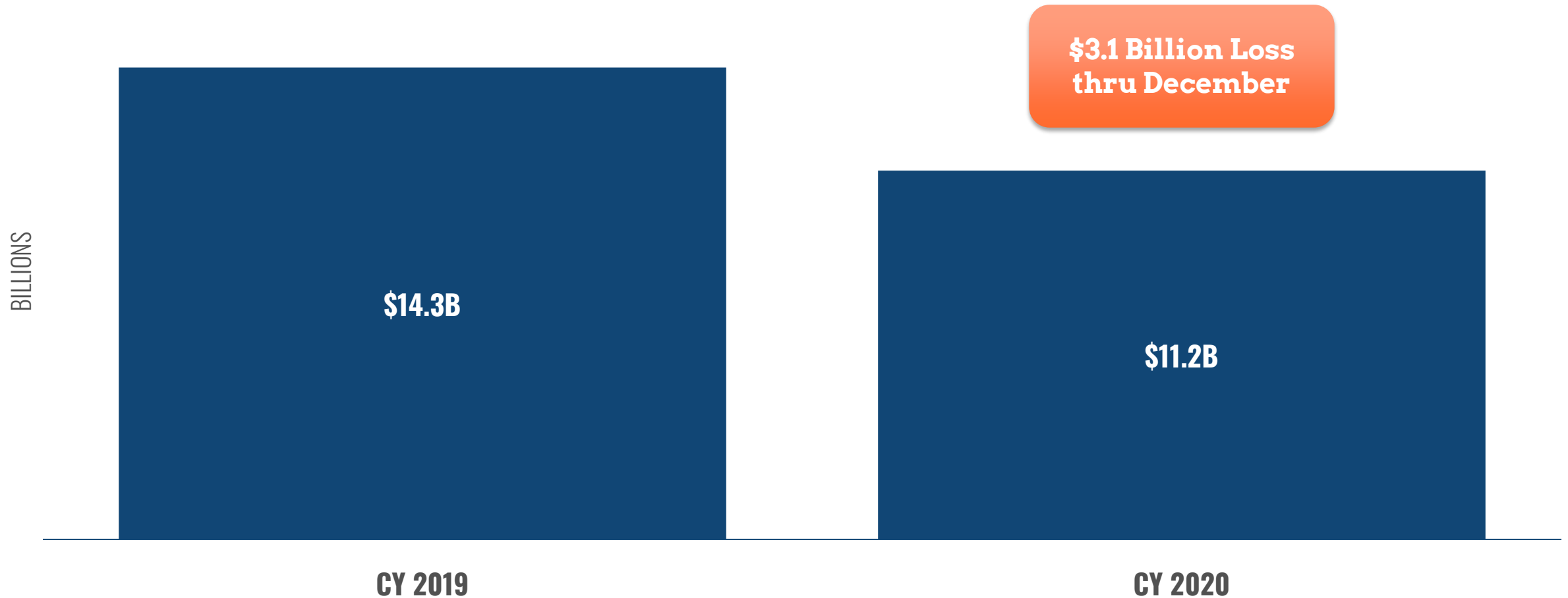


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CY2020 Sales Revenue from Tourism-Related NAICS

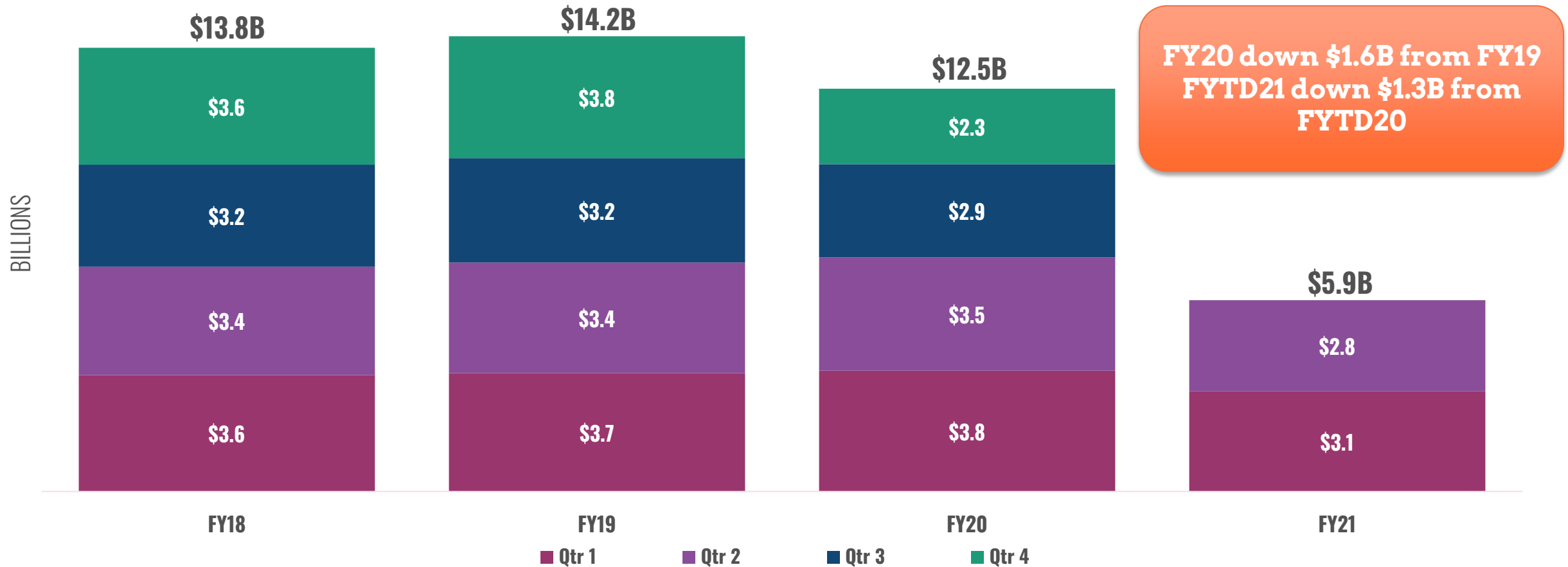


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



FY Sales Revenue from Tourism-Related NAICS



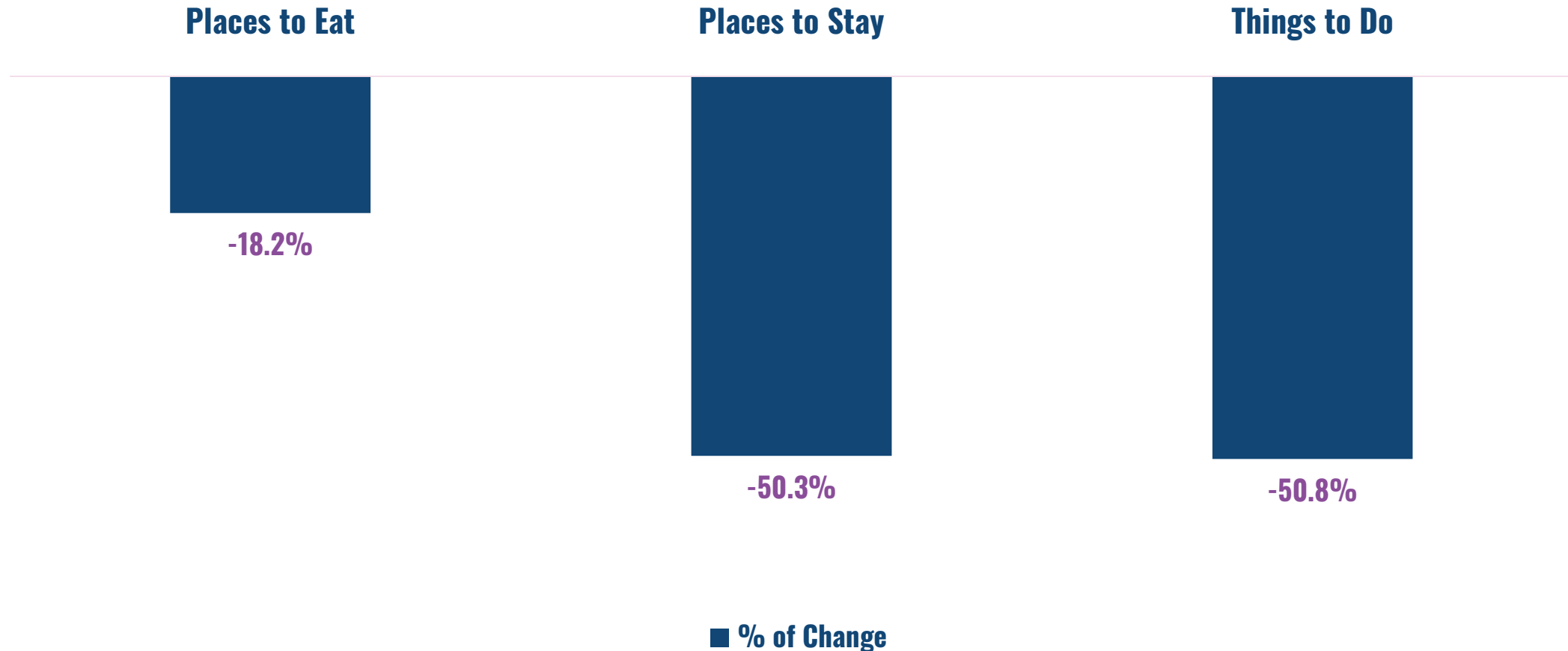
Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Sales by Business Type

% of Change During March 2020 – January 2021 Compared to March 2019 – January 2020

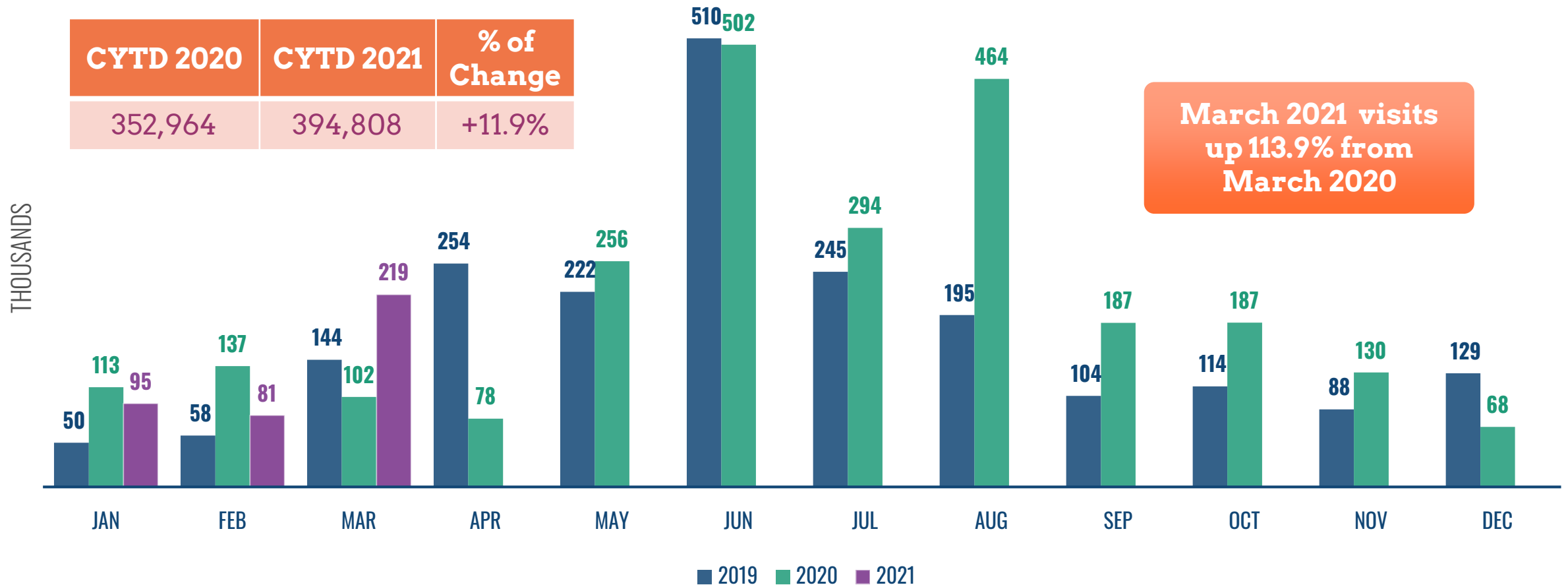


Missouri Travel Barometer



Visits to the MDT website and marketing responses will always fluctuate due to seasonal traffic patterns

Calendar Year Visits to VisitMO.com by Month

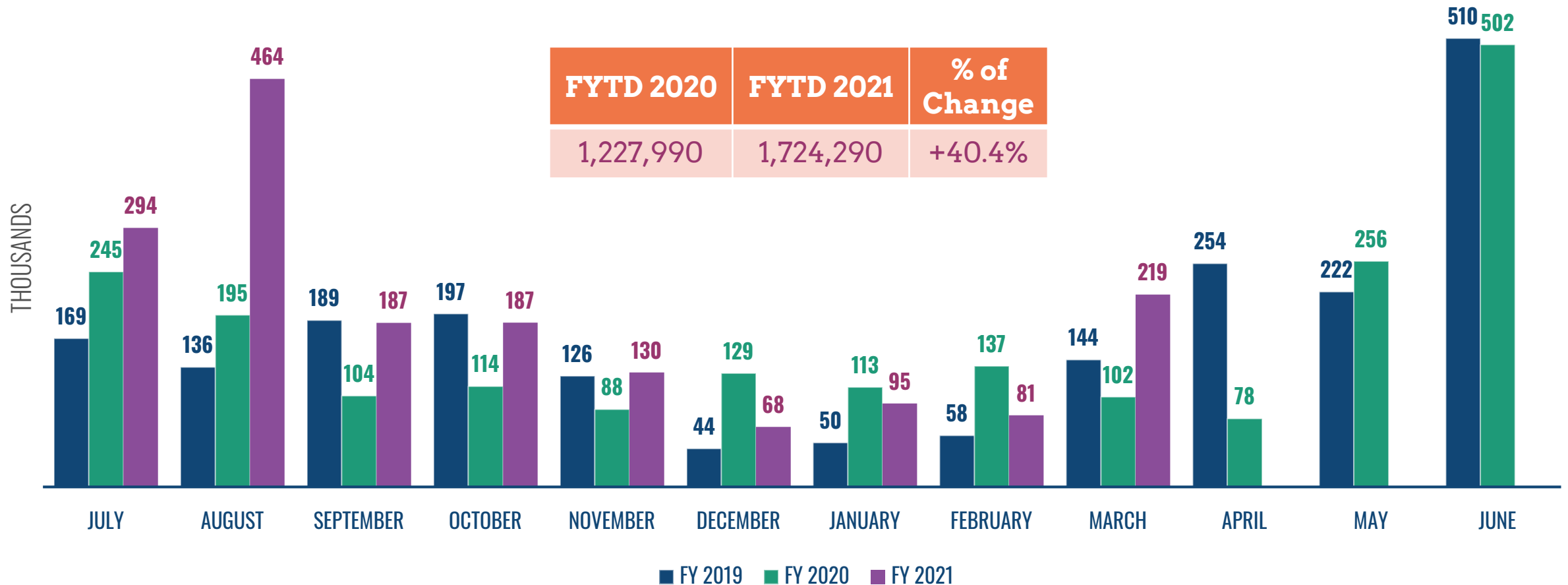


Missouri Travel Barometer



Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns

Fiscal Year Visits to VisitMO.com by Month



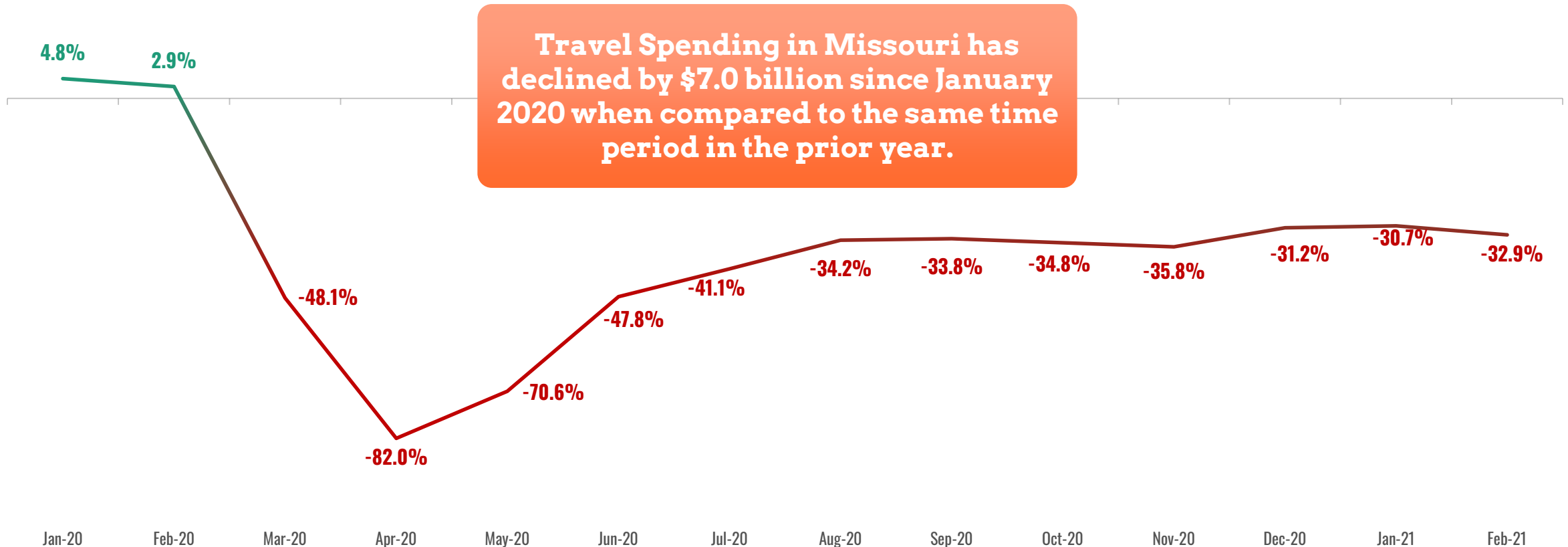
Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



Economic Impact

Year-Over-Year % Change in Weekly Travel Spending in Missouri

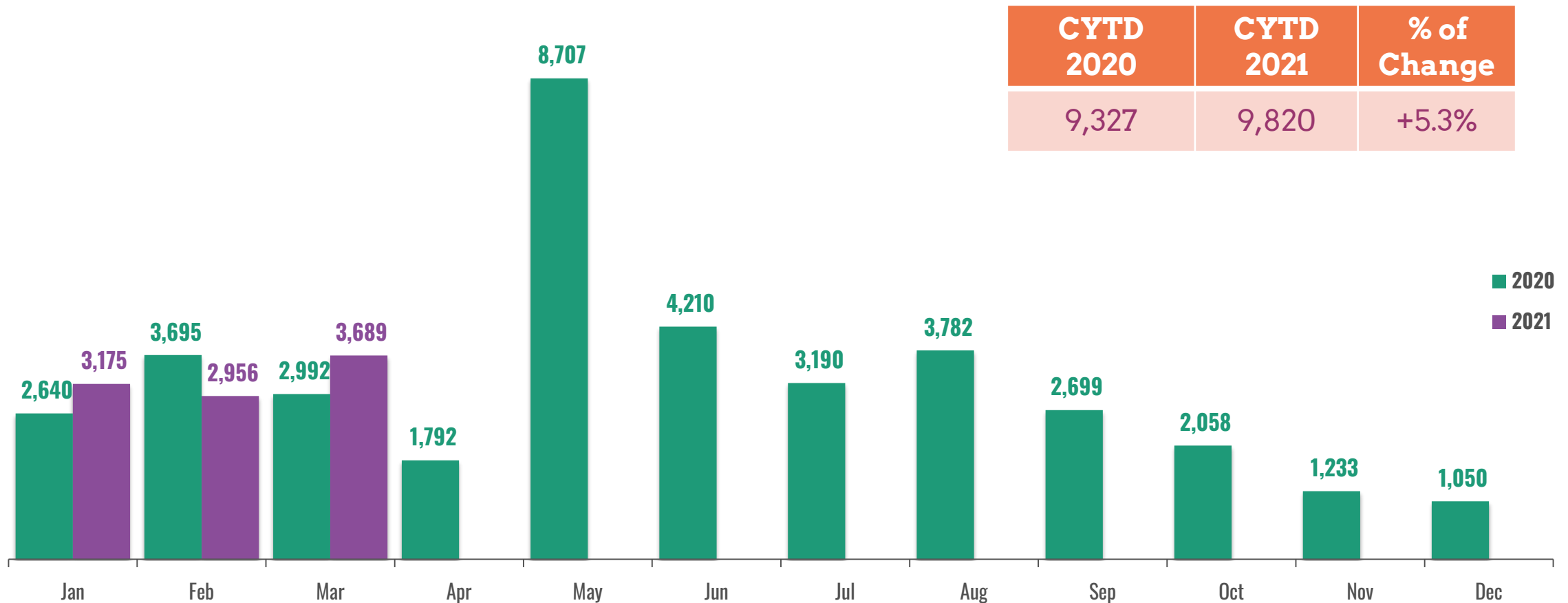


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit travel guide orders in the early part of 2020.

Fulfillment of Travel Guide Orders from All Sources

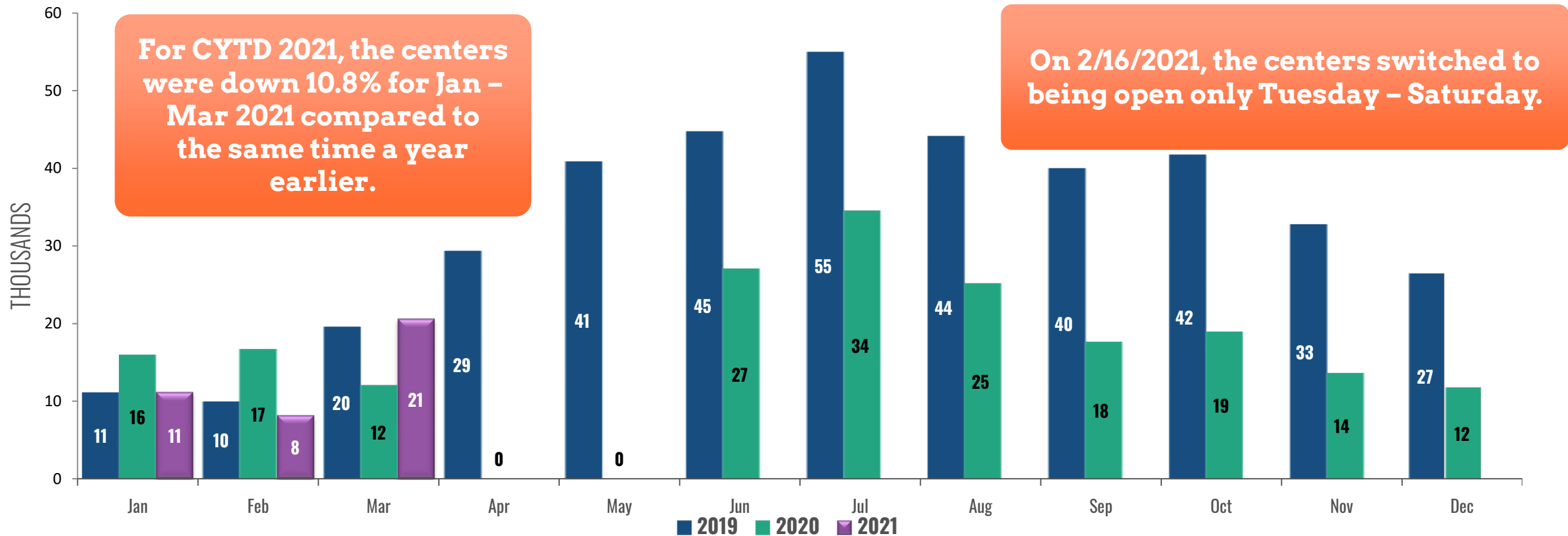


Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Missouri Travel Barometer



Welcome Center Visits: 2021 Calendar Year to Date through March

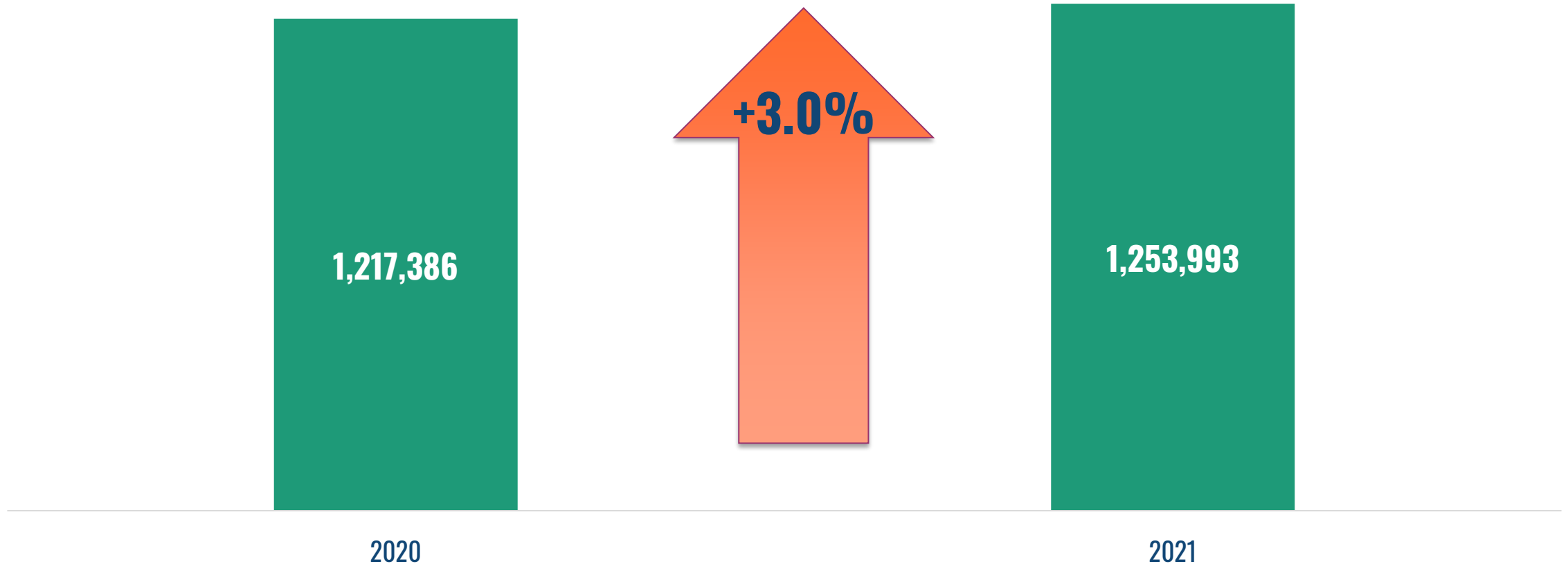


Notes: The Welcome Centers were closed March 18th – May 31st due to social distancing orders. The Centers started closing on weekends on 8/16/2020. (The centers were not open on weekends in 2019 from Jan – Mar). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday – Monday.

Missouri Travel Barometer



Visitors to Missouri State Parks during January - February



Missouri Travel Barometer



Most Visited Missouri State Parks during February 2021



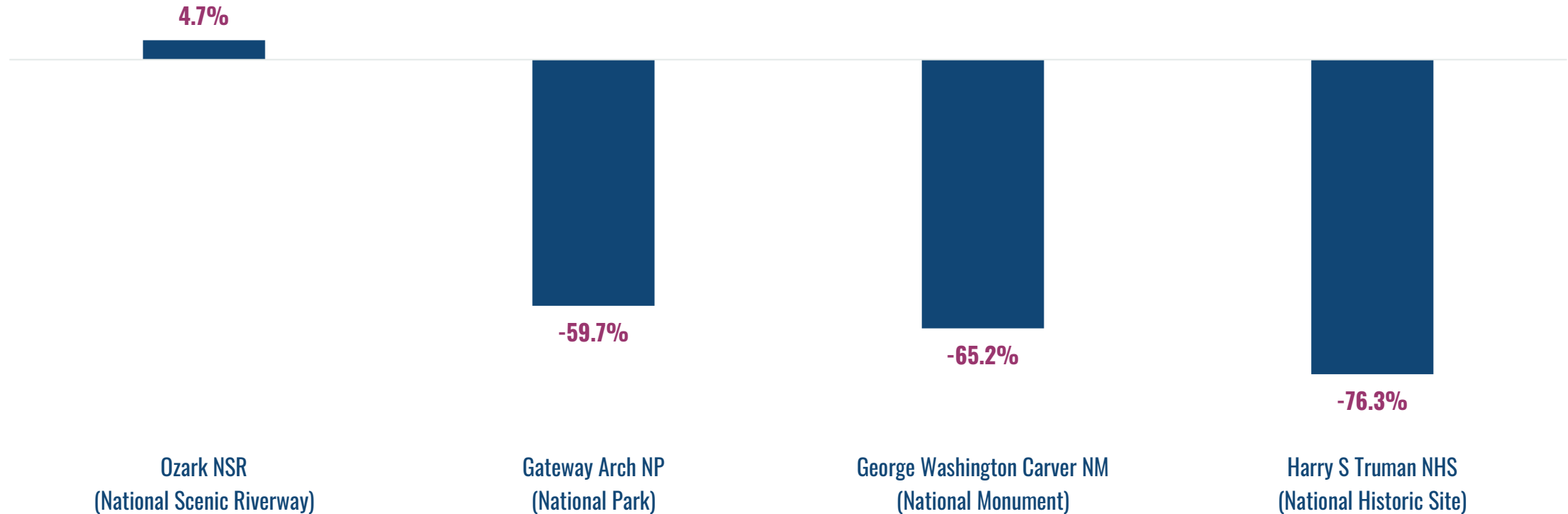
**Visitation to all state parks
was down 18% in February
2021 compared to
February 2020**

Missouri Travel Barometer



Missouri National Parks Attendance

% of Change in Visits to Missouri National Parks January - February 2021 Compared to 2020



Notes: The visitor centers at the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, the Old Courthouse closed, but Tram Rides to the top of the Arch resumed on September 1.

THANK YOU

